

III. Goals & Strategies

Mobility, Quality and Efficiency through Regional Coordination

Transportation providers, purchasers, riders and the community at-large in King County will work together for mutual benefit to gain economies of scale, eliminate duplication, expand service, and improve the quality of service to address the transportation needs of people with transportation challenges.

GOALS:	Put People First	Move People Efficiently	Move More People
	Goal 1 Make sure that riders are aware of their transportation options, and are safe and satisfied with their trip.	Goal 2 Coordinate transit, school and human service transportation so that current transportation dollars are used to maximum effectiveness.	Goal 3 Match the needs of riders with the most appropriate transportation choice so that dollars can go further.
STRATEGIES:			
A	Better Connections Increase and improve connections to and within the regional transportation systems for everyone.	Infrastructure Changes Develop planning, operational, and reporting tools that encourage dialogue, identify where common standards apply, and clarify opportunities for coordination.	Targeted Outreach Provide targeted marketing and travel training towards people with disabilities, older adults, children and youth, and people with low incomes.
B	Better Amenities & Planning Tools Improve functionality and use of existing transfer stops, trip planning websites, and ride and vehicle share programs.	Integrated Planning Incorporate special needs transportation plans into state, regional and local planning efforts that have an impact on the ability of people to engage in the community.	Clarified Service Levels Improve rider and provider understanding of transportation service levels based on different parts of the region.
C	Seamless Fares Work towards a fare structure that makes it easy for a rider to pay for travel among the different transportation modes, including specialized transportation.	Making Providers Available Encourage development of provider networks to all groups.	More People Helping Help case managers and service providers to refer clients to the most cost effective and appropriate mobility option.
Projected Results:	More people will know about available transportation options and more riders will be satisfied with their transportation services.	The public will support more investments to ensure more persons can engage in their community, regardless of age, income or disability.	More people will be served by mass transportation services, and as a result more funds will be available to provide specialized services to those who need.